



Report on
Extension Activity conducted in Dasauli Village, Kursi Road, Lucknow
Department of Commerce & Business Management

An extension activity was conducted by the **Department of Commerce & Business Management in collaboration with Rajiv Gandhi Mahila Vikas Pariyojana (NGO)** on **FINANCIAL INCLUSION OF RURAL AREA THROUGH WOMEN** on November 13th, 2021, Saturday. The activity held at Dasauli Village, Kursi Road to know the awareness and financial literacy level of the rural population living there especially women. The activity intended to sensitize and educate rural women about the common financial information, help and support provided by the Government, Banks and Small Help Groups and NGOs to the rural population.

In total, 200 students have participated in the activity from BCOM, BBA & MBA Programs of the Department of Commerce & Business Management. The activity held with the consultation and guidance of **Prof. A. K. Saxena**, Dean, Faculty of Commerce and Management and **Dr. Syed Shahid Mazhar**, Head, Department of Commerce & Business Management. **Dr Farhina Sardar Khan**, Assistant Professor coordinated the activity. **Mr. Ehsanul Haque & Dr. Zain Mehdi**, Faculty Coordinator with **Mr. Ankit Maurya**, representative of **Rajiv Gandhi Mahila Vikas Pariyojana (NGO)** accompanied the students to the village.

The students actively participated in apprising the villagers with the commonly neglected required information & documents about financial services & offerings being provided by the banks & other financial institution and also educated them its myths and also regarding the basics of personal financial management in which they were informed about the savings and small investments so that they can beat the uncertainty and unforeseen problems. The students were extremely glad to be a part of this activity as many women weren't aware of their financial conditions and the ways to improve it. The students advised them to reach out near –by bank to open the saving account and also apply for PAN cards. A questionnaire-cum-schedule was developed by the faculty coordinators and data was collected from villagers about their financial status and awareness.

Students also enquired whether the villagers are aware of COVID-19 Vaccination and their vaccination status. It was informed that the Integral hospital is having frequent camps of Covid Vaccination which is free of cost so that villagers can come and get themselves vaccinated. The villagers were happy and satisfied by the support which the students of Integral University, Lucknow offered them.

Photograph taken during the Extension Activity in Dasauli Village





Dashauli, Uttar Pradesh, India

Unnamed Road, Dashauli, Uttar Pradesh 226026, India

Lat 26.96073°

Long 81.008358°

13/11/21 11:42 AM



Dashauli, Uttar Pradesh, India

Hall-1, Dashauli, Uttar Pradesh 226026, India

Lat 26.957295°

Long 81.004875°

13/11/21 12:11 PM

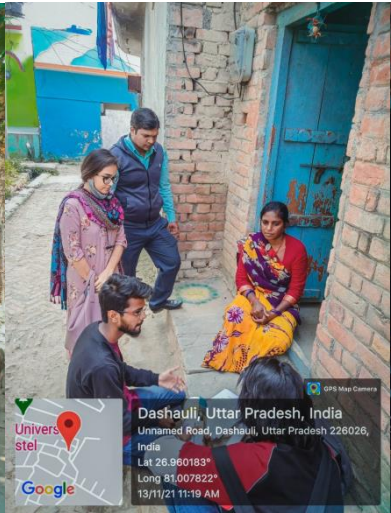




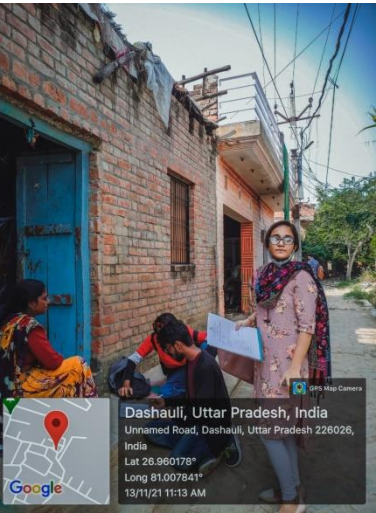
Dashauli, Uttar Pradesh, India
 New Dasauli Rd, Dashauli, Uttar Pradesh 226026, India
 Lat 26.956398°
 Long 81.006171°
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Dashauli, Uttar Pradesh, India
 Unnamed Road, Dashauli, Uttar Pradesh 226026, India
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 Long 81.00816°
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Dashauli, Uttar Pradesh, India
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 Long 81.007822°
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Dashauli, Uttar Pradesh, India
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Dashauli, Uttar Pradesh, India
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Dashauli, Uttar Pradesh, India
 Unnamed Road, Dashauli, Uttar Pradesh 226026, India
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 Long 81.00751°
 13/11/21 11:24 AM



Dashauli, Uttar Pradesh, India
 Unnamed Road, Dashauli, Uttar Pradesh 226026, India
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 Long 81.007518°
 13/11/21 11:25 AM

